

Indiana Commission for Higher Education
Indiana Board for Proprietary Education

**Out-of-State Institutions and
In-State Proprietary Institutions Offering Instruction in Indiana
with a Physical Presence in the State**

DEGREE APPLICATION
(New or Renewal program)

Use the <tab> key to advance to the next field, or select a field by clicking the cursor.

Name of Institution Ottawa University, 287 Quarter Master Court, Jeffersonville, IN 47130

Name of Program Marketing

Level of Degree (AAS, AS, AA, BAS, BA, BS, MBA, MAS, MA, MS, Ph.D.) BA

Name of Person Preparing this Form Orville Blackman, Ph.D., Campus Executive/Dean

Telephone Number 812-827-2750 Application Type

Date the Form was Prepared 01/01/2015 Initial or Renewal
(Revise date after any revision) **Revised: 8/26/2015**

I. PROGRAM OBJECTIVES: Describe what the program is designed to achieve and explain how it is structured in order to accomplish the objectives.

The requirements for an Ottawa University Bachelor of Arts degree specify what the faculty believes to be essential for a lifelong pursuit of a liberal education. These requirements allow each student the freedom to select or design a course of study. At the same time, the requirements provide a common structure to promote the balance and coherence necessary for truly liberal study; thus, every student is called upon to select courses in such a way that work in one subject illuminates and is illuminated by the study of another.

Ottawa University's mission statement gives further clarity and focus to academics. The mission statement reads in part: "The mission of Ottawa University is to provide the highest quality liberal arts and professional education in a caring, Christ-centered community of grace which integrates faith, learning and life." The Faculty at Ottawa University foster an attitude of service that reflects the institution's mission. The mission is also reflected in the academic program—including liberal arts studies, major area coursework, and electives—which is designed to help students acquire the knowledge, skills and values that prepare them to become fulfilled and productive members of society, and concerned and informed citizens of the world.

Building upon the foundation of Ottawa University's general education/liberal arts common course structure, students become reflective inquirers in their chosen fields of study. The major, the student's chosen program of study, provides a focus and concentration of energies in a disciplined investigation that achieves a depth of understanding or skill in that program. The major is chosen after the student and his/her faculty advisor explore the options that are most valuable for the student's educational goals. With faculty guidance and approval, students may complete double majors or design individualized programs of study. The major that is ultimately

chosen may prepare a student for a professional career, advanced graduate studies and/or personal fulfillment. The Jeffersonville, Indiana campus of Ottawa University offers three majors: business administration, human resources, and management.

The goal of a major is to assist students to research and organize content in that area, create and articulate original views, integrate knowledge and solve problems. To achieve this goal, students are guided into a balanced major area in which assignments and activities are presented to foster intellectual and personal growth.

Learning Outcomes for All Ottawa University Majors

To demonstrate intellectual growth and competence in the major students will:

1. Acquire, comprehend, organize, and apply knowledge within the major area.
2. Analyze and evaluate knowledge within the major area.
3. Solve problems presented by the major field.
4. Demonstrate oral and written competence in the major field.

To demonstrate personal growth through the major students will:

5. Describe the significance and value of the major in meeting the needs of a global community.
6. Exhibit behaviors indicative of continued learning in the field.

Marketing

The marketing major is designed to provide an understanding of the basic concepts of marketing. It offers students an opportunity to think critically and apply learned principles to the marketing function. OU marketing graduates leave prepared to practice marketing in changing and competitive environments. As the major offers some flexibility in curriculum, students can gain specific areas of professional knowledge in sales, public relations, e-commerce and advertising, as well as international and sports markets.

University-wide and Associated Program Learning Outcomes:

COGNITIVE LEARNING OUTCOMES:

To demonstrate Intellectual Growth and Competence through the Marketing Major students will:

- 1. Acquire, comprehend, organize, and apply knowledge within the major area.**
 - a) Understand marketing's role within organizations and the concepts and processes that are critical to the field.
 - b) Generation and application of research techniques and data to acquire insights and understanding into specific marketing problems.
- 2. Analyze and evaluate knowledge within the major area.**
 - a) Ability to identify and define marketing problems through analysis and critical thinking.
- 3. Solve problems presented by the major field.**
 - a) Ability to implement creativity and utilize effective methods, procedures and techniques to strategically plan, make decisions and solve problems.
- 4. Demonstrate oral and written competence in the major field.**
 - a) Utilization of clear, effective and appropriate communication in a variety of organizational settings.

AFFECTIVE LEARNING OUTCOMES:

To demonstrate **Personal Growth through the Marketing Major**, students will:

5. Describe the significance and value of the major in meeting the needs of a global community.

- a) Identify and analyze diverse markets through understanding consumer needs, wants, interests, behaviors and trends, as well as political, social, legal, economic and theological environmental influences that affect organizations.
- b) Understand the nature of global competition and marketing's legal, ethical and moral roles in society.

6. Exhibit behaviors indicative of continued learning in the field.

- a) Ability to recognize opportunities, discover new ways of thinking and be flexible in approaches toward business decisions.

PRIMARY ASSESSMENT STRATEGY: CAPSTONE COURSE OAD 49700 STRATEGIC MARKETING

II. PROGRAM STRUCTURE: List all courses in the program. Indicate course name, course number, and number of credit hours or clock hours for each course.

Name of Program:	<u>Marketing</u>		
Total Course Hours:	<u>124 credit hours</u>	Check one:	Quarter Hours <u> </u>
			Semester Hours <u> X </u>
			Clock Hours <u> </u>
Tuition :	<u>\$435.00 per credit hour</u>	Length of Program:	<u>Degree Completion Program*</u>

*Note: Minimum of 24 OU credits; can be completed in 12 months – up to 5 years, although no time limitation

SPECIALTY COURSES:

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
OAD 31863	Principles of Marketing	3
OAD 40864	International Marketing Communication	3
OAD 41264	Marketing Research & Analysis	3
OAD 41334	Integrated Marketing Communication	3
OAD 41364	Consumer Buying Behavior	3
OAD 41434	Supply Chain Management & Logistics	4
OAD 41534	Digital Marketing	3
OAD 49700	Strategic Marketing (Capstone)	<u>4</u>
		26

GENERAL EDUCATION COURSES:

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
ACC 20364	Accounting for Business Operations	4
ECO 20163	Macroeconomics	3

ECO 20263	Microeconomics	3
MAT 20143	Business Mathematics	3
OAD 30763	Business Statistics	4
OAD 31664	Business Ethics	<u>3</u>
		20
<u>LIBERAL ARTS COURSES:</u>		
<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
LAS 30012	Writing and Critical Thinking in the Liberal Arts	4
LAS 45012	Global Issues in the Liberal Arts	4
UNV 11000	Seminar for Significance	<u>2</u>
		10

GENERAL ELECTIVES AND MAJOR ELECTIVES:

68 semester credit hours can be transferred to Ottawa University from another regionally accredited institution as part of a conferred AS or AAS degree but of that 68 hours, 24 hours must satisfy the AREAs below:

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
AREA I	Art/Expression (Art, Music, Creative Writing, Composition, Dance, Foreign Language, Literature, Oral, Interpersonal, Persuasive Communication)	6
AREA II	Social/Civic (Psychology, Sociology, Political Science, Anthropology, History, Economics)	6
AREA III	Science/Description (Accounting, Biological Sciences, Computer Languages, Health and Nutrition, Mathematics/Statistics/Logic, Physics, Chemistry)	6
AREA IV	Value/Meaning (Art, Ethics, Ethnic Relations, Foreign Language, Music, Dance, Literature, Philosophy, Religion, Cultural Studies)	6
<u>REMAINING ELECTIVES: (in any subject AREAs)</u>		<u>44</u>
		68
NOTE:		
16 of the 44 Remaining Electives credit hours may be used to earn a <u>Digital Media Marketing Concentration</u>:		
<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
OAD 40363	Advertising Strategies	4

OAD 42364	Web Marketing	<u>4</u>
OAD 42463	Social Media Marketing	<u>4</u>
OAD 42563	Mobile Media Marketing	<u>4</u>
		16
AND/OR		
12 of the 44 Remaining Electives credit hours may be used to earn a <u>Public Relations Concentration</u>:		
<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
OAD 39764	Public Relations Writing	<u>3</u>
OAD 40563	Public Relations	<u>3</u>
OAD 42663	Corporate Communication	<u>3</u>
OAD 42763	Media Relations and Campaigns	<u>3</u>
		12

Number of Credit/Clock Hrs. in Specialty Courses:

26 / 124 Percentage: 21%

Number of Credit/Clock Hrs. in General Courses:

20 / 124 Percentage: 16%

Number of Credit/Clock Hrs. in Liberal Arts:

10 / 124 Percentage: 8%

Number of Credit/Clock Hrs. in General Elective and Major Elective including Breadth Areas:

68 / 124 Percentage: 55%

III. LIBRARY: Please provide information pertaining to the library located in your institution.

1. Location of library; Hours of student access; Part-time, full-time librarian/staff:

The Myers Library, located on the grounds of The College in Ottawa, Kansas, serves not only The College but also the adult campuses throughout the United States and the International Instructional Sites through the electronic delivery of many resources and services.

The Myers Library collection currently contains over 80,600 books and other printed materials, over 4,500 e-books, approximately 110 print periodical titles, nearly 15,000 periodical volumes, audiocassettes, videos, dvds, and other multimedia materials.

The library website is a centralized portal for library communications and services. The website provides students with access to the library catalog, hours of operation, subscription databases, online book orders, electronic books, Web directories, search engines, specialized subject resource links, and bibliographic aids. Access to the library catalog, electronic databases, reference services,

and other resources are available to students, faculty and staff via the Internet.

Specific assistance to Indiana students is provided by Ottawa University Myers Librarians if they have reference questions or questions about the databases. Ottawa University currently employs three full-time librarians in addition to a part-time cataloguing position. In 2012, the university hired its first-ever Information Literacy Librarian, who has been instrumental in developing a plethora of materials, including 19 research and writing guides. Indiana students are also supported through an appointed library liaison who provides information regarding resources available at the Ottawa University Myers Library, the Ottawa University databases, and partnering libraries.

OUIIN students also have access to public libraries and other academic institutions in Southern Indiana. Students can obtain information on these privileges through their Ottawa University Library Liaison.

2. Number of volumes of professional material:

The majority of library resources available to students today are digital, in the form of e-books and online databases and in Kansas, specifically. In 2012-13 the Myers Library purchased 70,000 e-books. The collection has grown to over 120,000 titles. Students and faculty university-wide also have access to 31 online databases purchased by the library, along with the EOS Library catalog, Periodicals A to Z, LinkSource, LibGuides and the Ebsco Discovery Service.

3. Number of professional periodicals subscribed to:

The Myers Library provides access to the online databases through the Myers' Library website. All databases can be accessed from home. The Myers library maintains subscriptions to 10 electronic databases that offer indexes, abstracts, full text of journals and other resources from leading information providers. Collectively these databases cover a wide range of academic disciplines including the arts, sciences, business, humanities, technology, human resources and education.

Via the Ottawa University online databases, students have access to the following databases and materials, many of which link to professional periodicals:

Periodicals A-Z

The Ebsco Periodicals A-Z is a search tool located on the library webpage that provides access to searching the library's full-text databases by subject or journal title and can be found at <http://atoz.ebsco.com/titles.asp?Id=DVOU&sid=54547740&TabID=2>

Ebsco Linksource

The EbscoHost database includes an OpenURL Resolver called LinkSource which links out to full-text resources when only an abstract is available in this database. Students may access full-text resources through linksource in GoogleScholar and a variety of full-text web

resources using this resolver tool.

Extra Resources

The library website provides links to area newspapers, the Kansas Library Catalog, and Search engines on the web. The Research Help link provides students with tutorials that can help with searching the databases.

Collectively, these databases cover a wide range of subject areas that includes the majors, minors and course offerings made to students university-wide at Ottawa University. Most of the library databases offer tutorials regarding how to conduct searches to find relevant materials. The majority of the library databases are also accessible to users via mobile devices.

In addition to licensed databases, the library provides a directory of open access e-journals. Academic disciplines represented within these journals include business, education, science (medicine, nursing, science, and technology) and social science (anthropology, law, psychology, sociology, and social work). The library also provides a list of web resources by subject, which organizes over 300 websites related to academic disciplines as divergent as gerontology and world literature or public speaking and physics.

In October 2013 the library's visibility among all students was again increased when access to library materials and resources were made available directly within the Blackboard learning management system, which is used for nearly every course to some extent. Future plans include the creation of customized modules that contain course-specific library resources that will be embedded directly within the course sites. Collectively, these initiatives and the data showing their impact illustrate that the Ottawa University librarians have created an organic, immersive, and ubiquitous information discovery environment for faculty and students across all campuses.

4. Other library facilities in close geographical proximity for student access:

- Jeffersonville Township Public Library
- New Albany Free Public Library
- Indiana University Southeast
- Jefferson Community College
- University of Louisville
- Bellarmine University
- Hanover College
- Spalding University
- Ivy Tech State Technical College
- Harrison County Public Library
- Louisville Free Public Library

IV. FACULTY: Attach completed Instructor's Qualification Record for each instructor.

**** Include all required documentation pertaining to the qualifications of each instructor.**

Total # of Faculty in the Program:	11	Full-time:	1	Part-time:	10
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Fill out form below: (PLEASE LIST NAMES IN **ALPHABETICAL** ORDER.)

List Faculty Names (Alphabetical Order)	Degree or Diploma Earned	# Years of Working Experience in Specialty	# Years Teaching at Your School	# Years Teaching at Other	Check one:	
					Full- time	Part- time
Blackman, Orville	Ph.D.	28	2	9	X	
Kamal, Ayesha	Ed.D.	17	11	11		X
Keller, Gary	Ph.D.	16	3	16		X
Meaux, Ivan Wayne	Ph.D.	24	12	19		X
Olufeso, Victor	MBA	10	2	0		X
Roberts, Gary	MBA	28	8	2		X
Rutley, Carla	MBA	24	10	0		X
Thompson, Kenisha	MBA	12	<2 yr	0		X
Wheatley, John	MBA	6	2	0		X
Whitney, Jessica	MBA	10	3	0		X
Williams, Ann	Ph.D.	16	8	16		X

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Supplementary Information on Licensure, Certification, and Accreditation

Institution: Ottawa University
Degree Program: Bachelor of Arts - Marketing
Locations: Jeffersonville, Indiana

State Licensure

Does a graduate of this program need to be licensed by the State to practice their profession in Indiana and if so, will this program prepare them for licensure? No

If so, please identify

The specific license(s) needed:

The State agency issuing the license(s):

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Professional Certification

What are the professional certifications that exist for graduates of similar program(s)? Yes

Will a graduate of this program be prepared to obtain national professional certification(s) in order to find employment, or to have substantially better prospects for employment, in a related job in Indiana? Yes

If so, please identify

Each specific professional certification:

The national organization issuing each certification:

American Marketing Association

Professional Certified Marketer, <https://www.ama.org/events-training/Certification/Pages/default.aspx>

Society for Marketing Professional Services

Certified Professional Marketer, <https://www.smps.org/Certification/>

Please explain the rationale for choosing each professional certification:

Graduate has the option to identify which of these associations that they want to align with.

Please identify the single course or a sequence of courses that lead to each professional certification?

<u>Course Number</u>	<u>Course Title</u>	<u>Course Hours</u>
OAD 31863	Principles of Marketing	3
OAD 40864	International Marketing Communication	3
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OAD 41334	Integrated Marketing Communication	3
OAD 41364	Consumer Buying Behavior	3
OAD 41434	Supply Chain Management & Logistics	4
OAD 41534	Digital Marketing	3
OAD 49700	Strategic Marketing (Capstone)	4

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Professional Industry Standards/Best Practices

Does the program curriculum incorporate professional industry standard(s) and/or best practice(s)? Yes

If so, please identify

- Marketing Research as a basis for decision making
- Measurement for creating value
- Marketing Accountability

The specific professional industry standard(s) and/or best practice(s):

The organization or agency, from which the professional industry standard(s) and/or best practice(s) emanate:

American Marketing Association

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Program Accreditation

Does this program need specialized accreditation in order for a graduate to become licensed by the State or to earn a national professional certification, so graduates of this program can work in their profession or have substantially better prospects for employment? No

If so, please identify the specialized accrediting agency:

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Transferability of Associate of Science Degrees

Since CHE/BPE policy reserves the Associate of Science designation for associate degrees whose credits apply toward meeting the requirements of a related baccalaureate degree, please answer the following questions:

Does a graduate of this A.S. degree program have the option to apply all or almost all of the credits to a related baccalaureate degree at your institution? Yes

If so, please list the baccalaureate degree(s):

Bachelor of Arts in Communication
Bachelor of Arts in English
Bachelor of Arts Mathematics
Bachelor of Arts in Christian Ministries
Bachelor of Arts in Psychology
Bachelor of Arts in Human Services
Bachelor of Arts in Public Administration
Bachelor of Arts in Health Care Management
Bachelor of Arts in Business Administration
Bachelor of Arts in Management
Bachelor of Arts in Human Resources
Bachelor of Arts in Management of Information Systems
Bachelor of Arts in History

(Pending Approval)

Bachelor of Arts in Marketing
Bachelor of Science in Nursing (RN-BSN)

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Job Titles

List specific job titles and broad job categories that would be appropriate for a graduate of this program:

Sales management, public relations, e-commerce and advertising, as well as international and sports markets.